

ABSTRACT

In a system and method of purchasing betting tickets using a wireless communication network, when user authentication information is received from a mobile terminal, user authentication is performed using the received authentication information, and information on the results of the user authentication is transmitted to the mobile terminal. Thereafter, when ticket purchase information is received from the mobile terminal, the betting ticket is sold through communication with a corresponding race management system according to the ticket purchase information. After the betting ticket has been sold, the ticket sale information is stored, a Short Message Service (SMS) message indicating ticket sale information is created and transmitted to the mobile terminal.